

HIGH RISK
MRR

37K

CHURN RISK
COUNT

8

MOMENTUM
WARNING

118

SaaS Revenue Retention

Customer Churn Intelligence & Behavioral
Analytics

MRR CLASS

High MRR

Low MRR

Medium M...

SEGMENT

Enterprise

Mid-Market

SMB

MARKET SEGMENT MOMENTUM

Login Momentum -1.61 0.22

SMB

Mid-Market

Enterprise

-2

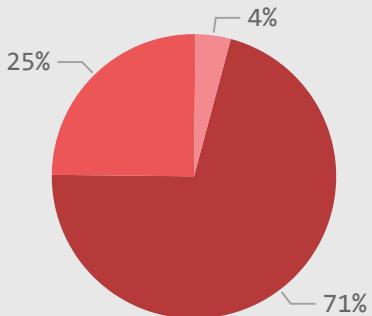
-1

0

1

RISK DISTRIBUTION

● Low Risk ● Medium Risk ● High Risk



ENGAGEMENT

Churn Probability

100

80

60

40

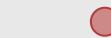
-50

0

50 Login Momentum

100

150



Company Name	MRR (\$)	Churn Probability	Login Momentum	Sentiment Status
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SaaS_Client_047	3174	88	6	Negative
SaaS_Client_090	6826	88	22	Negative
SaaS_Client_105	6842	88	-11	Negative
SaaS_Client_111	3374	88	20	Negative
SaaS_Client_152	5920	88	2	Negative
SaaS_Client_170	4846	88	-1	Negative
SaaS_Client_220	3238	88	-6	Negative
SaaS_Client_100	1594	80	-14	Negative
SaaS_Client_171	7299	80	5	Negative
SaaS_Client_036	1159	79	-48	Negative
SaaS_Client_179	1459	79	-45	Negative
SaaS_Client_118	520	75	-35	Negative
SaaS_Client_155	2994	75	-4	Negative
SaaS_Client_088	1224	74	-33	Negative
SaaS_Client_219	5655	74	8	Negative
SaaS_Client_227	6104	74	-15	Negative
SaaS_Client_243	942	74	11	Negative
SaaS_Client_042	1696	73	-12	Negative
SaaS_Client_063	6835	73	2	Negative
SaaS_Client_064	581	73	-5	Negative
SaaS_Client_197	6088	73	-33	Negative
SaaS_Client_217	7997	72	7	Negative
SaaS_Client_229	4141	71	58	Negative
SaaS_Client_082	7728	70	-44	Negative
SaaS_Client_145	5945	70	22	Negative
SaaS_Client_248	3632	70	17	Negative